

applying a third database of a plurality of advertising messages that are transmittable over the internet,

linking the first, second and third databases to the web site,

receiving a visit to the web site over the internet from an individual,

determining the identity of the individual in the second database,

culling attributes for the individual from the second database based on their identity,

selecting a message based on the culled attributes,

transmitting the selected message to the consumer over the internet, and

transferring the information to the consumer over the internet.

14. A method of directed advertising over the internet as claimed in claim 13 further comprising:

- (i) selecting an additional advertising message based on the culled attributes,
- (ii) transmitting the additional advertising message to the consumer over the internet,
- (iii) transferring additional information to the consumer over the internet, and
- (iv) repeating steps (i)-(iii).

15. A method of directed advertising over the internet as claimed in claim 14, wherein each additional advertising message differs from advertising message previously transmitted.

16. A method of making offers over the internet, comprising:  
creating a first database of information at a web site,  
creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,  
creating a third database of a plurality of advertising messages that are transmittable over the internet,  
the third database further including a vendor link for contacting over the internet a vendor sponsoring the advertising message,  
linking the first, second and third databases to the web site,  
receiving a visit to the web site over the internet from an individual,  
determining the identity of the individual in the second database,  
culling attributes for the individual from the second database based on their identity,  
selecting an advertising message based on the culled attributes,  
transmitting the selected message to the consumer over the internet,  
transferring the information to the consumer over the internet,  
transmitting the vendor link over the internet, and  
connecting the consumer to the vendor when the consumer activates the vendor link.

17. A apparatus for directed advertising over the internet, comprising:  
means for applying a first database of information at a web site,

means for applying a second database having a multiplicity of attributes which are unique to a given individual,

means for applying a third database of a plurality of advertising messages that are transmittable over the internet,

means for linking the first, second and third databases to the web site,

means for receiving a visit to the web site over the internet from an individual,

means for determining the identity of the individual in the second database,

means for culling attributes for the individual from the second database based on their identity,

means for selecting a message based on the culled attributes,

means for transmitting the selected message to the consumer over the internet, and

means for transferring the information to the consumer over the internet.

18. An apparatus for directed advertising over the internet as claimed in claim 17, further comprising:

(i) means for selecting an additional advertising message based on the culled attributes,

(ii) means for transmitting the additional advertising message to the consumer over the internet,

(iii) means for transferring additional information to the consumer over the internet, and

(iv) means for repeating steps (i)-(iii).

19. An apparatus for directed advertising over the internet as claimed in claim 18, wherein each additional advertising message differs from advertising message previously transmitted.

20. An apparatus for making offers over the internet, comprising:  
means for creating a first database of information at a web site,  
means for creating a second database of demographic information having a multiplicity of attributes for each of a plurality of individuals, each individually having an identity,  
means for creating a third database of a plurality of advertising messages that are transmittable over the internet,  
means for including in the third database a vendor link for contacting over the internet a vendor sponsoring the advertising message,  
means for linking the first, second and third databases to the web site,  
receiving a visit to the web site over the internet from an individual,  
means for determining the identity of the individual in the second database,  
means for culling attributes for the individual from the second database based on their identity,  
means for selecting an advertising message based on the culled attributes,  
means for transmitting the selected message to the consumer over the internet,

means for transferring the information to the consumer over the internet,  
means for transmitting the vendor link over the internet, and  
means for connecting the consumer to the vendor when the consumer activates  
the vendor link.

21. An apparatus for making offers over the internet as claimed in claim 20, further  
comprising:

- (i) means for selecting an additional advertising message based on the culled  
attributes,  
(ii) means for transmitting the additional advertising messages to the consumer  
over the internet,  
(iii) means for transferring additional information to the consumer over the  
internet, and  
(iii) means for repeating steps (i)-(iii).

22. An apparatus for making offers over the internet as claimed in claim 21, wherein  
each additional advertising message differs from advertising message previously  
transmitted.—

**IN THE ABSTRACT:**

Please cancel the Abstract and substitute the Abstract submitted herewith.

**IN THE DRAWINGS:**

Please cancel Figures 1-4 and substitute Figures 1-9.